

Figure 1

30

31

Customer Identification: 987-654-321

32

Brand Z Soda 6-Pack, 12 Oz Cans	123456789	Retailer X	9.99	12/4/97
Brand Z Soda 6-Pack, 12 Oz Cans	123456789	Retailer X	9.99	12/8/97
Brand Z Soda 6-Pack, 12 Oz Cans	123456789	Wholesale Club Y	9.49	12/10/97
Brand Y Macaroni and Cheese	987654321	Retailer X	2.99	4/4/97

Figure 2(a)

33

SKU	UPC Code	Store/Chain	Price	Date
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34 35 36 37 38

Figure 2(b)

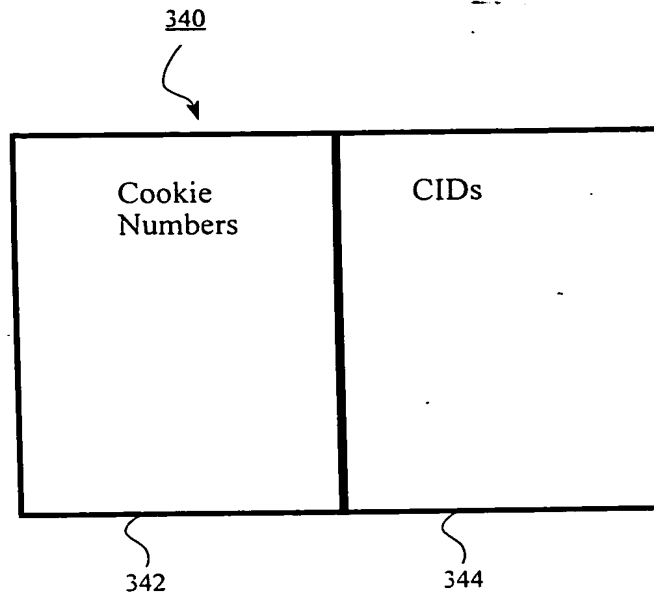


Figure 3

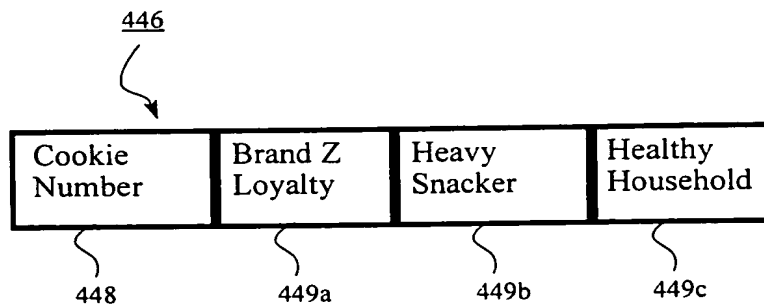


Figure 4(a)

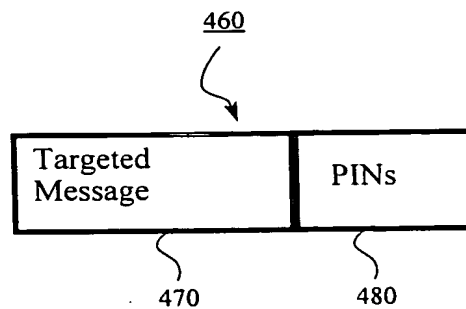


Figure 4(b)

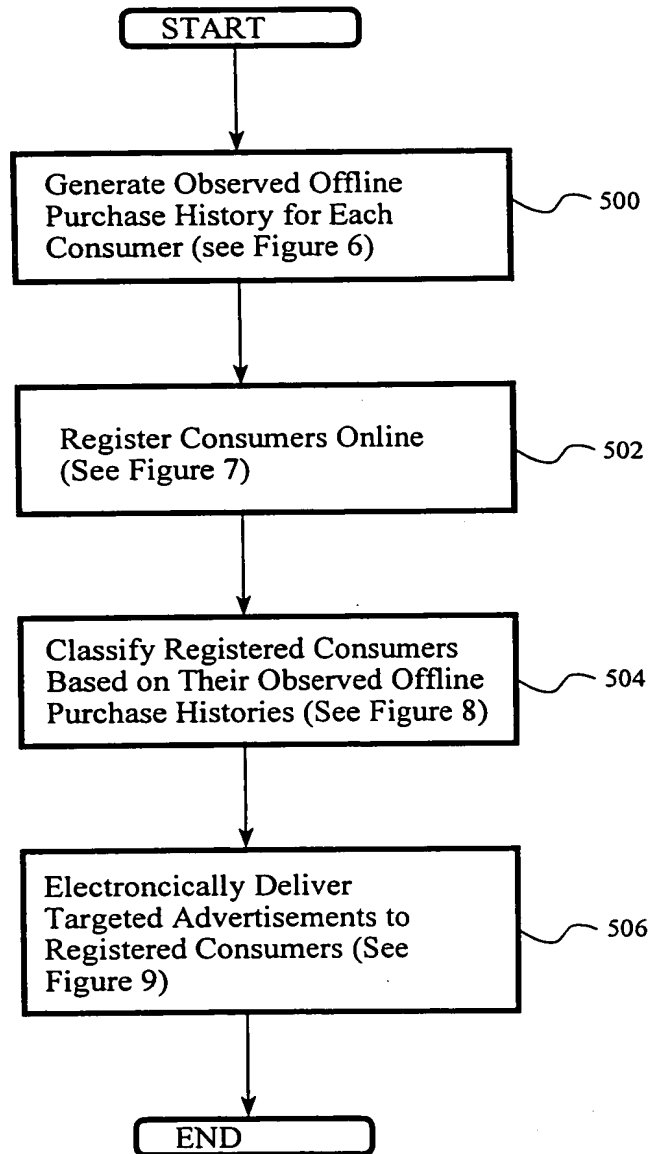


Figure 5

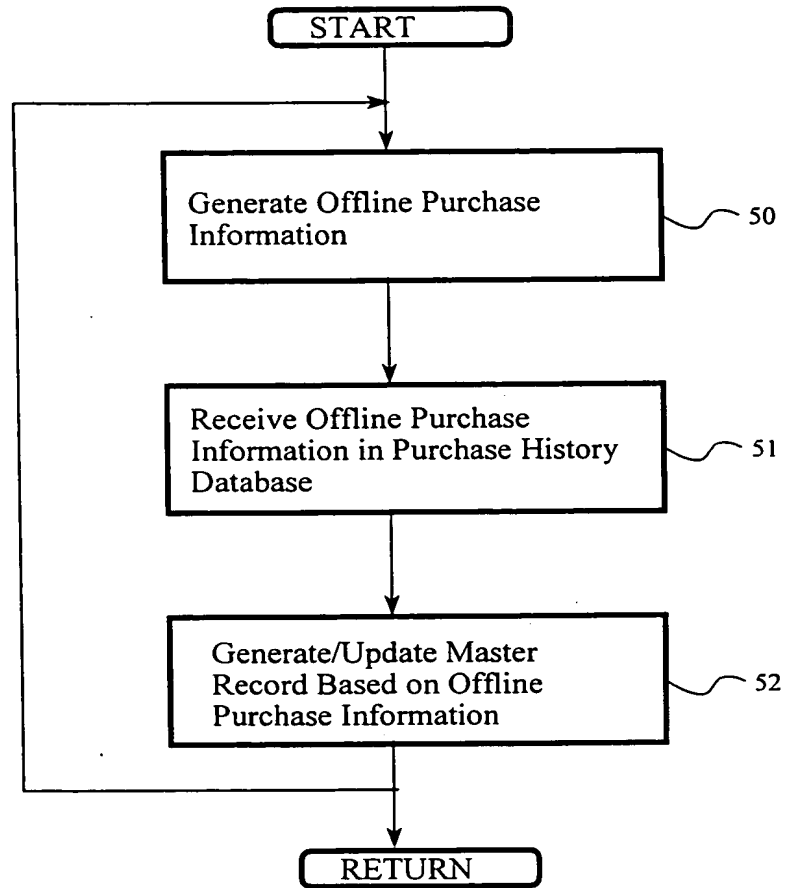


Figure 6

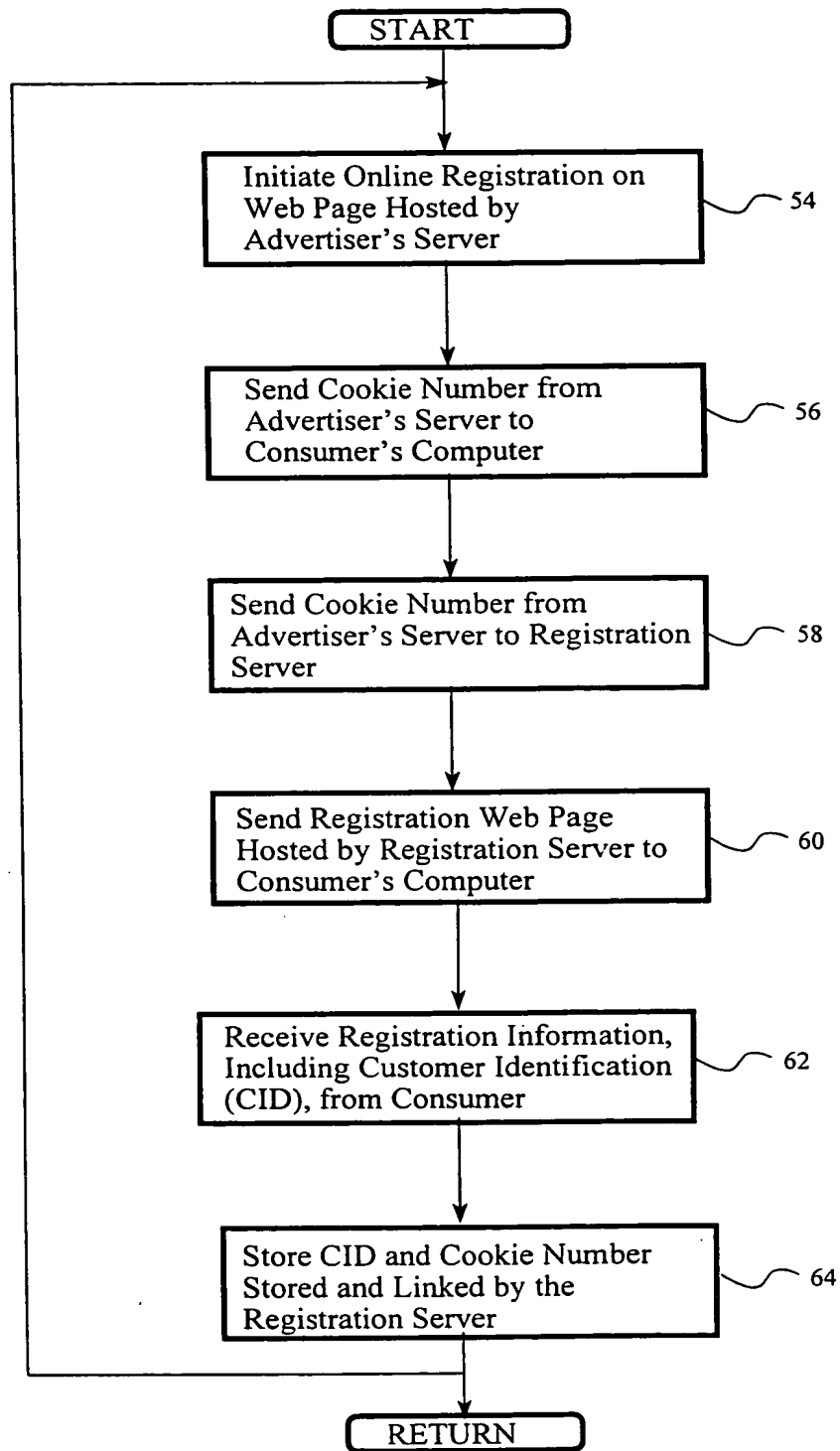


Figure 7

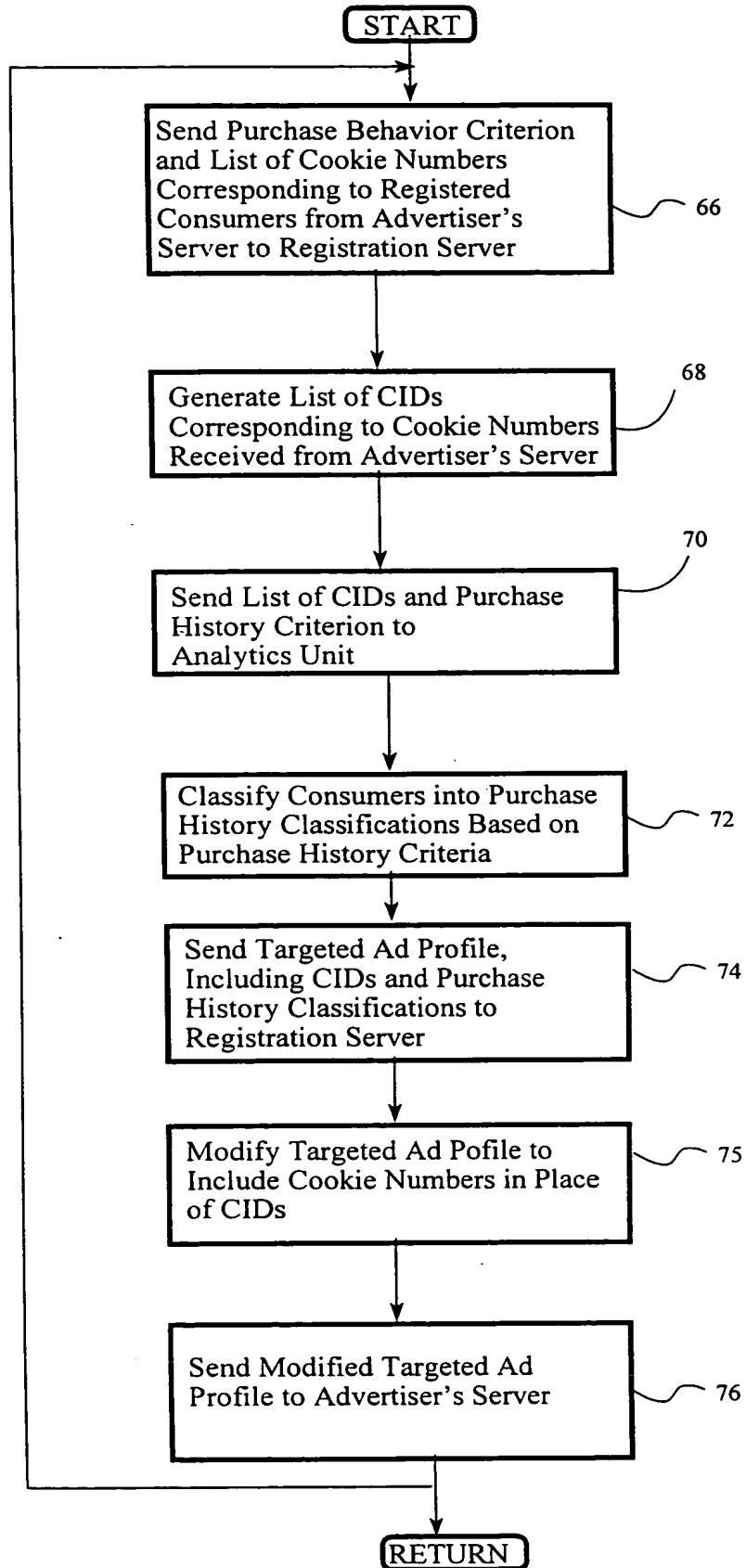


Figure 8

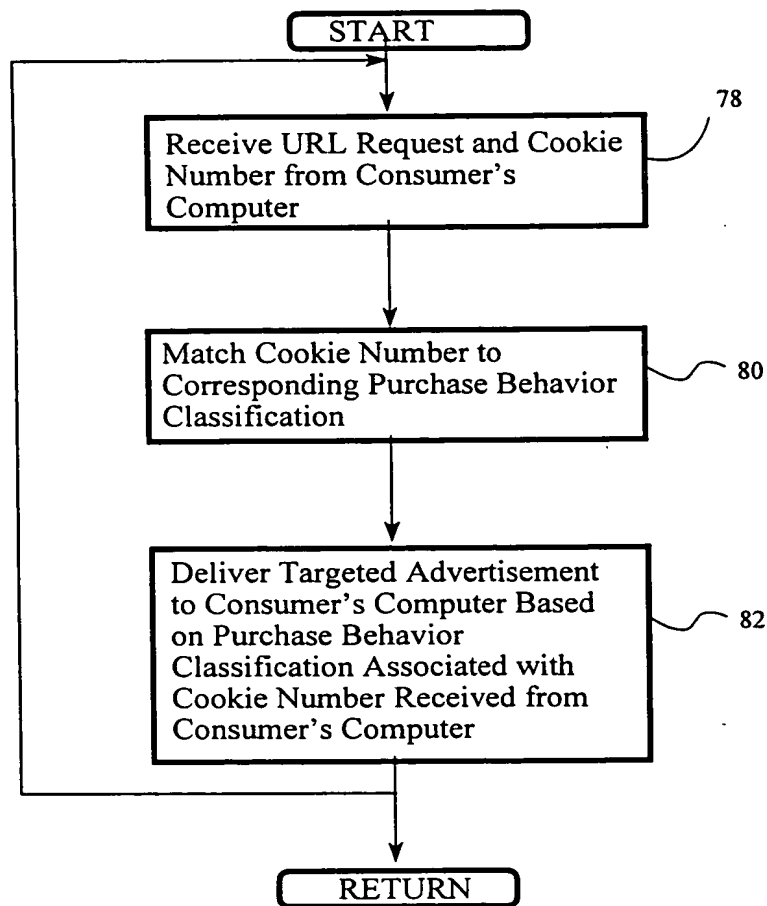


Figure 9

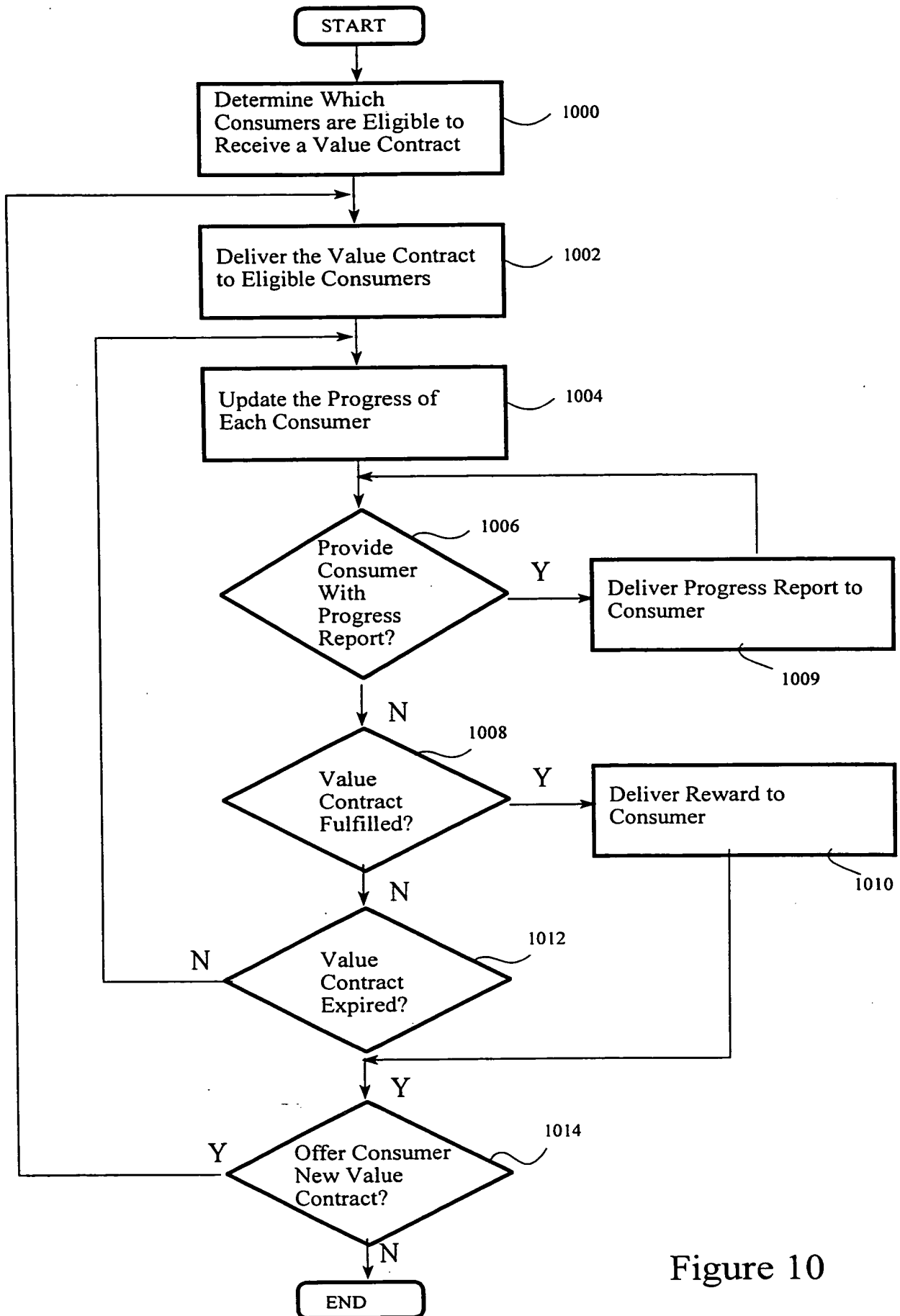


Figure 10

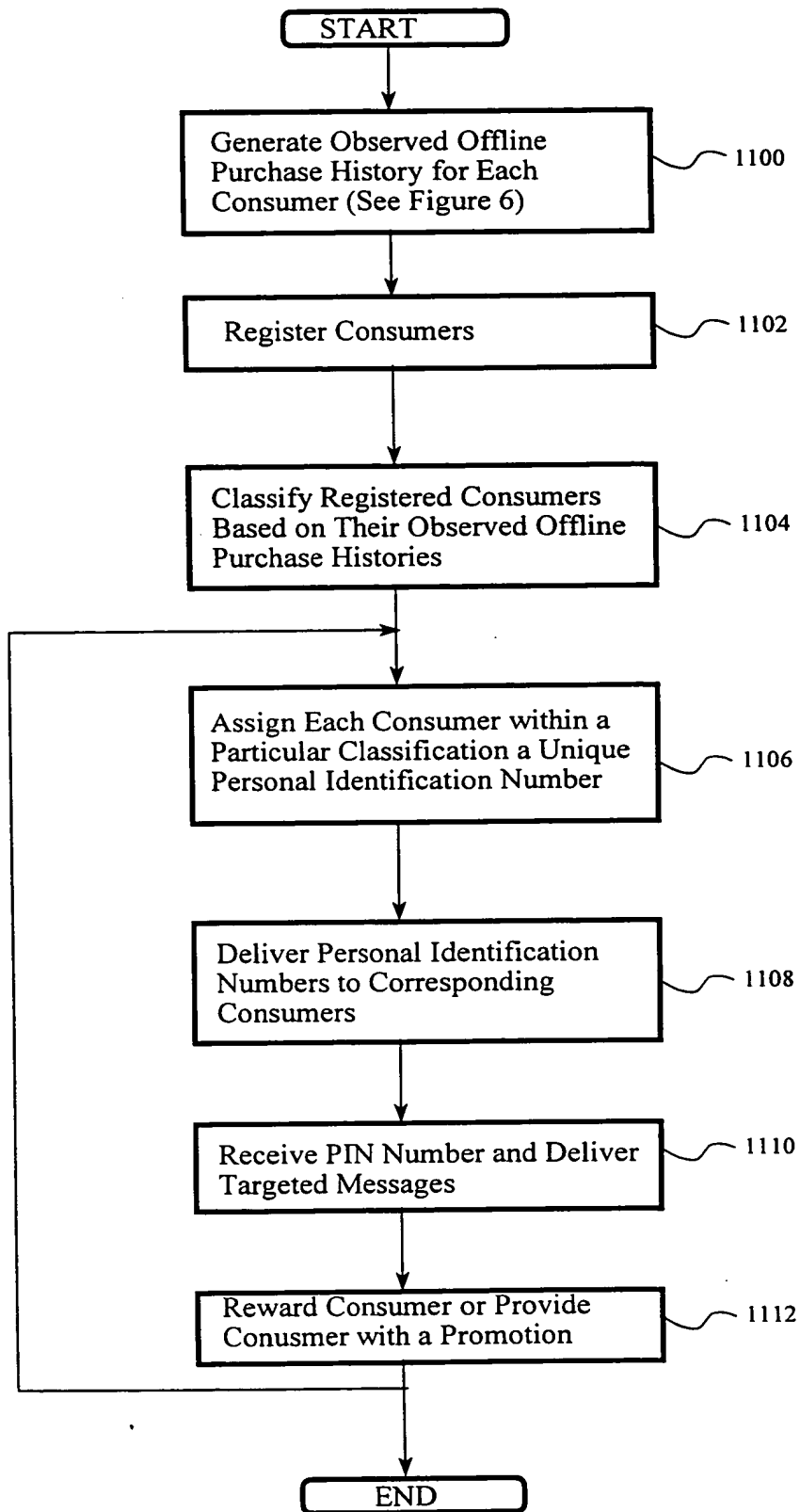


Figure 11

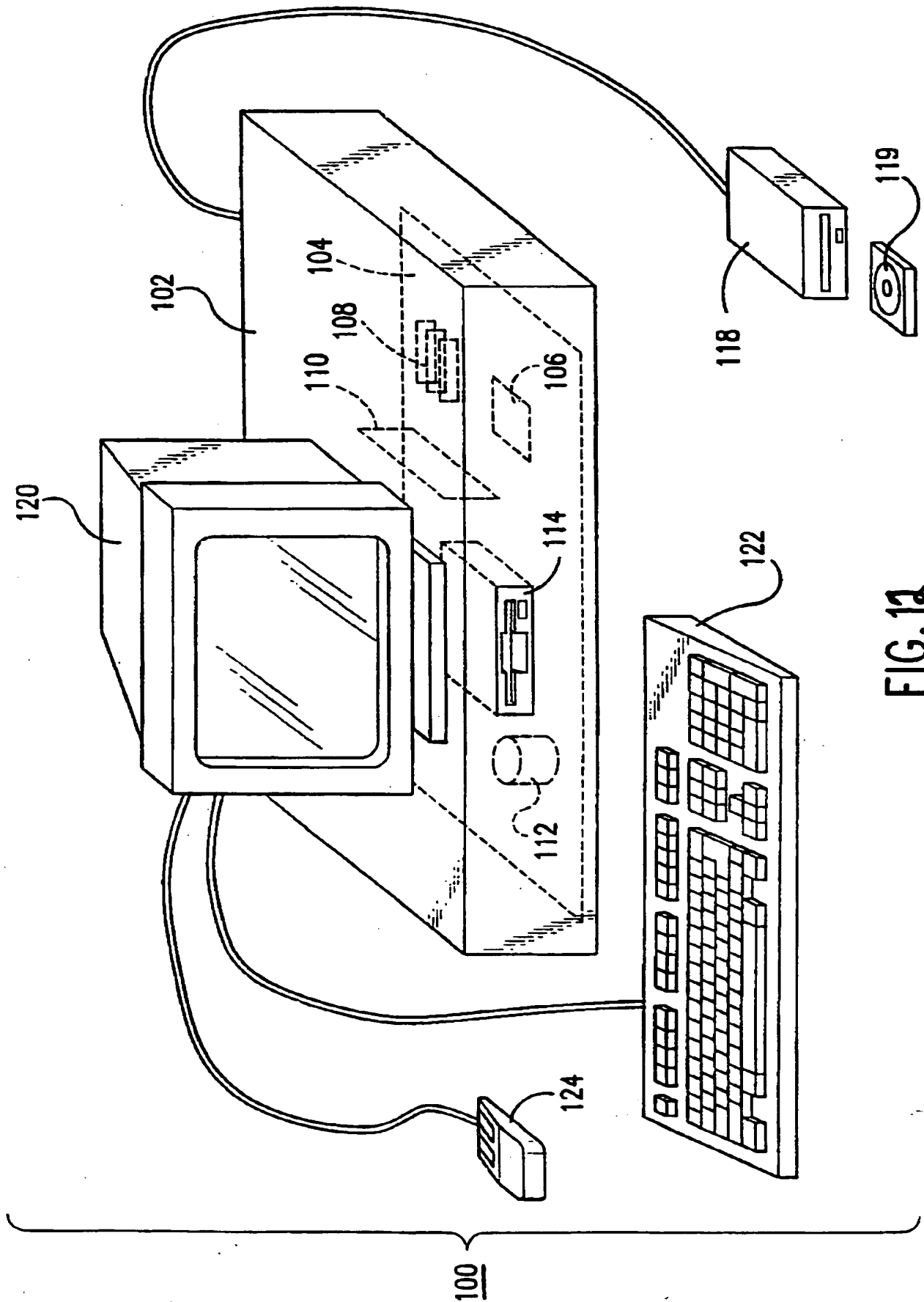


FIG. 12